

ABSTRACT

DESIGN OF A PROMOTIONAL STRATEGY UMKM LABUSE BAG

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The Coordinating Ministry for Economic Affairs of the Republic of Indonesia said the number of MSMEs in Indonesia continued to increase to reach 64.19% of the business sector (Ekon.go.id, 2021). From these data, it is undeniable that the competition between MSME will be getting tougher. For example, the capital city of Bandung, which always gets the title as the center of the largest bag industry in Indonesia. The emergence of local bag products from Bandung has become a serious problem for MSME bags from Bandung, namely "Labuse".

Labuse is still not widely known to the general public because the promotion is still not optimal. Labuse does not yet have a communication brand that is able to attract the interest of its potential customers. Departing from this problem, this study aims to help Labuse related to its promotional activities by using a promotional strategy that brings potential consumers to the level of brand awareness.

A creative strategy was designed with the method used in this research, namely the qualitative approach method and then with observation, interviews, and literature studies. Then, the data obtained will be analyzed using the SWOT, AISAS, and also AOI methods. So that it can produce a design in the form of creative media and create visuals, and the right brand communication for Labuse in order to bring consumers to the level of brand awareness (awareness) to the level of brand loyalty that attracts the interest of the target audience.

Keywords: MSME, Labuse, promotion strategy, SWOT, AISAS, AOI